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SIPDIS

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SUBJECT: Jordan MEPI Strategy

REF: A) State 126550 B) Amman 01650
C) State 145089 D) State 155970

1. Following per State 126550 is the post's integrated MEPI strategy divided into the three MEPI Pillars: A) Economic Reform and Private Enterprise b) Political Reform and C) Education. Our approach is based on the good governance and citizen awareness strategy outlined in reftel B plus the Jordan Mission Program Plan and USAID's proposed activities in education.

Economic Pillar (ECON)

2. Situation Analysis
King Abdullah has made economic reform his highest priority and has taken key (and sometimes politically costly) steps to institute reform. Beset by high unemployment and population growth rates, modest per capita economic growth, inadequate water and regional instability, Jordan is taking energetic measures to attack its problems. The Government has focused on increasing the role of the private sector and improving the country's investment climate by pursuing sound economic policies and trade and investment liberalization, including a landmark Free Trade Agreement (FTA) with the U.S. that went into effect December 2001. GDP growth has strengthened since 2000, yet high poverty and unemployment rates remain significant problems.

3. Strategy: Economic Pillar

Jordan's efforts in confronting myriad problems hampering economic growth and long-term prosperity are unique in the region. Our support of Jordan's efforts seeks to strengthen Jordan as a stable partner within the MEFTA. The ESF-funded USAID program targets building economic opportunities, health, population and education programs, and water management aimed at bridging the hope gap and improving the lives of the ordinary citizens, especially the youth. An OES-supported regional environmental hub officer is based in Amman. The above activities are underpinned by our ongoing support for and encouragement of a sound, private sector oriented economic policy framework that is conducive to increased trade and investment flows between Jordan and the rest of the world. This effort pays special attention to encouraging greater transparency in government and private sector exchanges, including under the U.S.-Jordan Free Trade Agreement and through Jordan's accession to the WTO's Government Procurement Agreement.

4. Specific Activities and Support Requested

a) Promote bilateral Trade and Investment in Support of the President's MEFTA objectives.

--Encourage more effective IPR enforcement through public awareness programs and technical assistance. One large conference or two smaller workshops per year at \$ 40,000 per year over three years. Total: \$ 120,000

--Foster ties between U.S. and Jordanian business associations through exchanges and meetings sponsored by U.S. and Jordanian business community.

--Train over 20 local business associations in public policy advocacy. Three conference/workshops over three years, \$ 40,000 per conference/workshop. Total \$ 120,000.

--Expose new Members of Parliament to key economic issues and concepts, focusing on developing trade relationships with the U.S. (See Democracy Pillar below, part of Parliamentary training.)

--Promote understanding of the benefits of modern advances in agricultural science through PA-ECON media activity.

--Support the growth of microfinance and access to credit for new entrepreneurs in small and medium size business, especially women and youth, through on-going Mission programs in support of the President's regional microfinance initiative.

b) Support Improved Access to Quality Health Care and Adoption of Environmentally Friendly Agricultural and Industrial Technologies and Regulations

--Provide training to new Ministry of Environment staff to encourage efficiency and transparency, especially in the conduct of environmental impact assessments. One workshop per year over three years at \$ 40,000 per workshop. Five International Visitor/Training trips to US: \$ 75,000 Total \$195,000.

--Provide training for Ministry of Health officials for implementation of a new national health strategy, including training for Jordanian FDA inspectors. Three workshops over three years at \$30,000 per workshop. Three International Visitor/Training grants: \$ 45,000. Total \$135,000.

c) Support Implementation of Sound Economic Policy Framework Conducive to Sustainable, Private Sector-Led Growth

--Modernize the national and Aqaba customs authorities through technical assistance and training.

--Strengthen basic economic education in Jordanian schools through assistance to the Ministry of Education in curriculum development and in providing basic teaching resources.

-- Through the Fulbright and other academic programs, support law and economic studies instruction at local universities, to include ethics and transparency components. Three university linkage programs at \$ 80,000 each. Five scholarships for junior business faculty at \$60,000 each. Total: \$ 540,000.

--Support development of modern commercial and corporate governance codes, including the encouragement of regional best practices for corporate transparency through on-going exchange programs and support for local and regional conferences and workshops.

--Increase the transparency of the commercial legal framework and institutions through training of legal personnel.

--Conduct workshops for GOJ officials, NGO's and judicial personnel on anti-corruption and transparency practices. Three workshops over three-five years at \$ 30,000 per workshop. Five International Visitor/Training trips to US: \$75,000. Total \$ 165,000.

--Support training of local economic journalists in investigative reporting. See journalism training under Democracy Pillar.

--Support capacity building and training for NGO's dedicated to monitoring government performance and contracting with the private sector. Grant to local branch of Transparency International or other NGO, amount to be determined.

15. Expected results and timeline

a) Trade and Investment promotion

2003: US-Jordan bilateral trade equals \$900 million
2004: US-Jordan bilateral trade equals \$1.2 billion
2005: US-Jordan bilateral trade equals \$1.3 billion

b) Health and Environment

2003: Environment ministry formed; first meeting of Joint Environmental Forum held.

2004: FDA formed and staffed, training of inspectors begins.

2005: Jordanian food and pharmaceutical products cleared by Jordanian and U.S. FDA for export into US

market at commercially significant levels.

c) Economic policy framework support

2003: Private sector complaints about contracting transparency decrease.

2004: Customs Mutual Assistance Agreement signed between Jordan and U.S.; IPR infringement cases are brought before commercial courts, with commercially significant damages awarded in appropriate cases. Our major programs on population, health and water management, as well as our region-wide environment program, also look to our longer-term interests in a stable, prosperous Jordan.

2005: Jordan accedes to WTO's Government Procurement Agreement.

Political Reform Pillar (USAID)

16. Situation Analysis

Regional tension and continuing economic distress have presented the Government of Jordan (GOJ) with difficult choices in balancing public order with open expression. Jordan has a history as one of the more open political systems in the region, but many critics have charged that the government has backpedaled since the beginning of the Palestinian Intifada in September 2000. There are some recent signs of greater liberalization, and we have identified opportunities to strengthen democratic institutions and attitudes. In June 2003, for example, Jordan held elections for the Lower House of the Parliament, reserving six seats for female candidates. While the electoral process appeared to be clean and transparent, critics complained that the legal basis for the elections emphasized rural and tribal East Bank elements, which had traditionally provided the strongest support for the monarchy. In addition, the King, the Justice and the Planning Ministries, and other officials have indicated under the Jordan First campaign that they seek more open and participatory government through reforms, which will reinforce its legitimacy.

17. Strategy

The Mission's strategy aims to strengthen rule of law, citizen awareness and activism through the legislative branch, the courts and the public education system as well as fledgling NGO and other community organizations. Given the political realities of Jordan, it will be necessary to cooperate closely with the GOJ, or at least keep it informed of activities that could involve its agencies, realizing at the same time that democratic change can only come from an enlightened and empowered Jordanian people. Therefore we must simultaneously support Jordanian efforts to reform their official institutions while helping them raise the awareness and participation of the people through NGOs--especially women's and youth groups--and other private, civic organizations as well as the public and private educational institutions. We will also support Jordanian efforts to strengthen the newly elected Parliament, the courts and the regulatory agencies and to raise the accuracy and relevance of the news media while working to advance journalistic freedom.

18. Specific Activities and Support Requested

a) Representative Government

--Train newly elected Parliamentarians, particularly women MPs, supported by a strategy to recruit and train staffers. \$150,000 per year for three-five years to include one major in-country workshop plus travel for up to 12 MPs and staffers each year. \$ 300,000 for a possible Citizens Exchange program to train a core group of legislative staffers. Total \$ 850,000.

--Provide Internet and other information technology training and materials for the Information Resource Center of the New Parliament plus ESL training for some new staff. Estimated cost \$400,000.

--Support future municipal and parliamentary elections by training candidates, NGO's and election administrators in campaign management and public outreach. Also provide Election coverage workshops for local media. Cost to be determined.

B) Rule of Law

--Judicial exchanges and training in case management, Alternative Dispute Resolution (ADR) and mediation to promote transparent and prompt civil and criminal justice. Estimated cost for

five training sessions in the US for 12 judges and/or other judicial personnel over five years: \$600,000.

--Assistance to Jordanian law faculties enabling them to improve their instruction of ADR, human rights and women's legal issues plus ESL for faculty and students. Estimated cost for two academic specialists plus ESL courses at the American Language Center for law students and professors: \$ 200,000.

--Assist Human Rights organizations and NGOs advocating freedom of expression, particularly those involved in women's issues, through capacity-building workshops, exchanges and other training and support. (Amount to be determined)

c) Raising Civic Awareness

--Support new textbooks and teacher training workshops to be conducted by the newly founded Arab Civitas and other NGO's in cooperation with the Education Ministry under its pilot "21st Century Workplace Initiative." Send two groups of 12 principals and cived trainers of pre-school children to observe U.S. best practices. Estimated cost: \$ 150,000 for three annual conference /workshops plus \$50,000 each year for assistance to education faculties. \$ 250,000 for the pre-school visitors programs. Total \$550,000 over three years.

--Support school-based activities such as the Scholastic Book Reading Program (Reftel C) plus volunteer activities aimed at developing leadership and civic participation for students in cooperation with parent-teacher associations. Engage expert/trainers to work with public and private schools and education faculties in designing extracurricular activities. Estimated cost over four years: \$40,000 per year for visiting experts plus materials. Send 20 parent leaders from local PTA's on a Single Country International Visitor program to observe U.S. counterparts, estimated cost: \$150,000. Total: \$310,000.

--Annual summer exchange programs including prior in-country ESL training, home-stays and class participation aimed at exposing 24 Jordanian highschool and/or university student leaders to U.S. best practices in voluntarism, tolerance and youth activities. Estimated cost \$120,000 for two exchanges each including 12 students for 4-6 week visits. Total: \$240,000 per year, \$720,000 over three years.

--Help establish the family protection program, including regional centers to counsel women on dealing with domestic violence and to raise awareness among the citizenry and judicial officials. (Ongoing MEPI-funded program)

--Hold a regional conference on domestic violence with representatives from the MENA area. Estimated cost: \$100,000.

--Assist the General Federation of Jordanian Women and the Women's Media Center in conducting a series of 4-5 workshops for women leaders throughout the country, focusing on leadership, media and managerial skills and well as human rights awareness. Suggested grant amount: \$200,000.

--Expand the "Dialogue of Cultures" between Jordanian, U.S. and other students by promoting internet linkages through workshops for up to 100 school administrators per year. Estimated cost: \$100,000 (\$50,000 per workshop, two each year). Support the ongoing IEARN and Globe programs by sending 20 of their students to the U.S. to design websites and other joint projects with their U.S. counterparts. Estimated cost \$7,500 per student or \$150,000. Total cost: \$250,000 for one year or \$750,000 for three years

--ESL Training for 300 Teachers of Social Sciences and Related Subjects per year. Cost: \$ 1,000 per teacher or \$ 300,000 per year. Total: \$ 900,000.

--Strengthening democratic awareness through grants for advanced university study. Provide up to 6 scholarships per year for Ph. D. candidates in political science, law, journalism and related disciplines with local ESL training for the Ph.D. candidates plus additional ESL courses for other junior faculty. Estimated cost: \$40,000 per year for 6 scholars for four years: \$960,000. Local ESL

training for 100 graduate students and junior faculty: \$100,000. Total cost: \$1,060,000.

d) Democratic Media

--Conduct a series of workshops on ethics and media skills, reinforced by media internships in the U.S. Estimated cost: \$80,000 for two workshops per year; \$15,000 for 6 internships. Total \$175,000 or \$525,000 for three years.

--Conduct a workshop series on economic reporting. Three to six workshops over three years: \$ 120,000.

--ESL and professional skills training at the American Language Center for 50 young journalists over three years. Total cost \$ 300,000.

19. Expected Results and Time Line

a. Representative Government

FY 2003: Parliament convenes, including successful women candidates and examines backlog of draft legislation. Women participate in clean and transparent municipal elections.

FY 2004: Parliament improves constituent relations and research on legislation through staff training and regularized contact. Women MPs initiate legislation, take active role in organizing parliamentary activities.

FY 2005: Parliament improves its ability to draft, debate and enact legislation, including on such controversial subjects as the repeal/amendment of leniency laws pertaining to honor killings, judicial reform and support for civic education.

FY 2006: Opinion polls show enhanced confidence in Parliament.

b. Rule of Law

FY 2003: Case management, mediation and Alternative Dispute Resolution (ADR) training conducted for judicial personnel.

FY 2004: Law schools introduce mediation and ADR; pilot projects introduced in some courts. Human Rights and Women's Issues NGOs raise awareness among citizens of their legal rights.

FY 2005 and FY 2006: ADR and Mediation widely accepted and practiced by legal community, private sector and citizens. Courts begin actively enforcing women's rights and other human rights laws. Citizen groups such as the National Center for Human Rights conduct public campaigns and raise court cases in defense of civil rights and governmental reform. Professional contact with other countries' legal communities increases, assisted by increased awareness of internet resources and enhanced English skills.

c. Raising Civic Awareness

2003: Civic education classes and methodologies are instituted in pilot schools; Citizen groups and NGOs conduct awareness raising programs on human rights and good governance. Cultural Dialogue programs such as the Scholastic Book Reading program are introduced into private and model public schools. Schools expand Internet linkages to U.S. counterparts.

2004: Civic education spreads to regional public and private schools; the number of active parent-teacher associations increases; Schools in Jordan and the U.S. establish joint websites and Jordanians introduce student newsletters dealing with civic issues.

2005: Youth begin to participate in community and other activities; parent-teacher groups begin to effect major innovations in school administration. Women begin to play a more forceful role in the media, judicial system and in community organizations and NGOs.

2006: Above activities continue. Political science faculties, Sharia' Law and other departments institute new democracy-supporting courses taught by newly returned U.S.-trained Ph.D's.

d. Democratic Media

2003: Journalists expand their ESL capabilities,

ability to use Internet and other media skills.

2004: Print and broadcast media increase the relevance of their coverage to citizens' concerns. Journalists improve the quality of their coverage of human rights, community issues, economic development and business opportunity. The number of journalists who speak and can do research in English increases.

2005: Journalists improve their coverage of elections, women's issues, the parliament and other democratic institutions. The number of lawsuits and other legal measures against journalists' decline.

Education Pillar

10. Situation

Currently in Jordan, most teaching is done through rote learning with the use of a broad exam in the final year of secondary school for use in admission to post-secondary school education. While the literacy rate in Jordan is among the highest in the region at 89 percent, the educational system does not produce the type of skills and attitudes required in the global market.

11. Strategy

To address the most critical issues in education in Jordan, USAID/Jordan, using bi-lateral ESF funding, will focus on early childhood education and specifically the participation of girls; development of an information and communication technology education stream in secondary education, as well as other school-to-work curricula; development of standards and accreditation together with teacher training and curriculum development; continuation and expansion of the INJAZ program which raises business awareness among young people; Junior Achievement-type activity; life skills development for adolescents; and, civic participation. USAID's assistance to the education sector will be part of a multi-donor effort to support the Government of Jordan's initiative to improve education throughout the country. The specific areas in which USAID will work have been selected in coordination with the Government and other donors.

12. Specific Activities will be determined after USAID's country strategy is approved by the Mission and USAID/Washington.

13. The timeline for the new USAID/Jordan education strategy will be 2004 - 2009.